

S T A T I O N      W N Y C  
N e w      Y o r k

"in a city where seven and one-half million  
people enjoy the benefits of democracy"

"Being within listening distance  
is for me, one of the joys of  
living in the East."  
Alec Templeton

REPORT OF SOME OF THE ACTIVITIES FOR THE YEAR

JULY 1, 1943 to JUNE 30, 1944

WHAT WNYC IS DOING

WAR EFFORT PROGRAMS

54% of WNYC's entire broadcast schedule is devoted to war effort and civilian defense programs. Other stations cooperate in the war effort, but no station can match this record.

The following official government war services programs were instituted by and are heard exclusively over WNYC:

For over 170,000 Air Wardens, WNYC carries regular programs

To more than 40,000 Fire Department Emergency Auxiliary Corps (FDEC) members, WNYC broadcasts nightly instructions

The HELP WANTED COLUMN OF THE AIR of the United States Employment Service is broadcast twice daily by WNYC

The Selective Service Board Members and civilians, WNYC broadcasts regular programs from Selective Service Headquarters.

Programs from the Civilian Defense Volunteer Office at Pershing Square is another source of regular WNYC broadcasts.

Special War Emergency Services:

Selective Service Registration: During Selective Service registration periods, WNYC broadcast directly from Selective Service Headquarters, giving up-to-the-minute instructions and late information to Local Boards and registrants.

Rationing Registration: During the registration of New York's seven and one-half million citizens for War Ration Books, WNYC was the medium used by the Board of Education to reach the 35,000 teachers, registrars with last minute instructions, and to give important directions to the millions of registrants.

Were WNYC to perform no other function during the entire year, the cost of this service to the City for facilitating the registration of the seven and one-half-million people during the three day period amounts to only \$0.013 (LESS THAN A CENT AND A HALF PER PERSON).

Ration News and Necessary Consumer and Marketing Information for New York Housewives comprise 12% of all WNYC broadcast time:

Twice daily ration news roundups (3:55 and 8:55 p.m.)

23 other separate and distinct rationing and consumer programs weekly:  
THE CITY CONSUMER GUIDE - Department of Markets

RATIONS AND RECIPES - Mrs. F. F. Gannon, Department of Markets

OFFICIAL O. P. A. CONSUMER NEWS

O. P. A. CONSUMER DRAMA

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REGIONAL O.P.A. ADMINISTRATOR WOOLLEY (Weekly)  
HEALTH DEPARTMENT FOOD AND NUTRITION PROGRAM (Twice daily)  
PASS THE INFORMATION  
WOMEN IN WAR  
SAVE, SALVAGE AND SURVIVE  
OFFICE OF CIVILIAN DEFENSE CONSUMER NEWS  
THE HOMEMAKER IN WAR  
O. P. A. CEILING PRICE ANNOUNCEMENTS (10 each day)

Investment in Democracy - WNYC has and is continuing to broadcast concerts for and in cooperation with the United States Treasury Department to stimulate the sale of war bonds and stamps. Other stations, after the first impetus, have declined in their coverage.

Defense Spot Announcements are the "commercials" on WNYC. WNYC acts as the clearing house for defense announcements to be broadcast over all other New York Stations. However, WNYC utilizes more of these announcements than any other station and they are spotted at the most advantageous times during the broadcast schedule.

The announcements include: Recruiting for Air Wardens, Fire Wardens, Aircraft Spotters, Nurses Aides, all Civilian Defense Volunteer categories, Recruiting for the Armed Services, both men and women, Maritime Seamen, Crop Corps Laborers, and many others; - Announcements for Paper and Tin Drives, Conservation, the Police Department Safety Campaign, Juvenile Delinquency, Child Care Centers, among others.

Daily City Departments transcribed and "live" spot announcements for:

Board of Transportation  
Civil Service Commission  
Public Libraries  
Fire Department  
Police Department  
Department of Health  
Department of Hospitals  
Board of Education  
Department of Water Supply, Gas and Electricity  
Department of Sanitation  
Department of Parks

The 1944-1945 Budget allocates \$111,645.00 to maintain and operate the Municipal Broadcasting System, WNYC, WNYC-FM, and all public address facilities of the City. We also maintain the Police Department Auxiliary Transmitter (WNYQ) and Fire Department Auxiliary Transmitter (WKNP). We also supervise the technical set-up of WNYE, the Board of Education radio station. This amount represents about one-one-hundredth of one percent of the City's total budget.

This system serves all City Departments and in the present emergency is very actively engaged in assisting the Department of Markets with Consumer programs, the Health and Hospital Departments in their public health education problem, the Police and Fire Departments and CDVO in their Civilian Defense activities, as well as Federal governmental agencies such as the United States Employment Service, in filling their job vacancies, and the OPA, etc.

The cost to operate WNYC for the year 1943 was \$21.24 per hour, as compared with \$22.92 per hour in 1942, and this is the lowest cost in recent years.

As a result of the F.C.C. decision, WNYC now operates all year round until 10:00 p.m. instead of the old daytime schedule only. In 1943, with the consent of the F.C.C., we have been operating our Frequency Modulation station on a full broadcast schedule.

A more detailed statement of some of the activities of what WNYC is doing is herewith attached in detail on:

1. War Effort Programs
2. Health
3. Education
4. Public Address Facilities
5. City Functions
6. Music

## EDUCATION

In 1943 there were 795 classroom radios in City Schools. Through those radios, over 75,000 school children heard and participated in the Board of Education programs:

Know Your City - quiz for which a three-foot high pile of library cards was received at Board of Education Headquarters  
Spanish Without Tears - C.C.N.Y. Language Department Spanish Lessons  
Your Dollar Goes to War  
Road to Victory  
Plays for Americans  
These Are Your Schools

WNYC exclusively broadcasts the weekly report of the Board of Education to parents and the general public. Some of the vital topics covered include:

OUR HIGH SCHOOLS AND THE WAR  
VOCATIONAL TRAINING FOR TOMORROW  
THE SCHOOLS AND JUVENILE DELINQUENCY  
THE SCHOOLS AND THE PARENTS  
HEALTH EDUCATION FOR MODERN LIVING

WNYC broadcasts regular college programs:

Queens College	Hunter College
College of the City of New York	Columbia University
	Brooklyn College

New York University programs include:  
WAR ECONOMICS  
THE READERS' ALMANAC  
NEW YORK UNIVERSITY DEBATES

The City College and Queens College Defonso Council programs are broadcast regularly by WNYC

THE BEST HUNDRED BOOKS OF THE WAR  
THE CIVILIAN IN THE WAR  
WHY WE FIGHT  
MONEY IN THE WAR

Colleges throughout the New York area are represented on the weekly Intercollegiate Debate programs.

WNYC broadcasts regular programs and helps to publicize:

Hayden Planetarium	The Brooklyn Museum
American Museum of Natural History	New York Botanic Gardens (invaluable hints on Victory Gardening)
The New York Public Library	Museum of the City of New York
The Brooklyn Botanic Gardens	Brooklyn Public Library, Ingorsol Memorial
Park Department facilities	
The New York City Center	

HEALTH

WNYC broadcasts over 56% of all the health programs heard over all New York City radio stations combined.

YOU AND YOUR HEALTH programs are broadcast seven times weekly by:

- The New York City Health Department
- The Medical Society of Kings County
- The New York Tuberculosis and Health Association
- The Medical Society of the County of New York
- The Oral Hygiene Committee
- The Medical Society of Bronx County
- Health Department Nutrition Programs (10 each week)
- Associated Hospital Service (weekly)

## MUSIC

Better than 56% of WNYC's broadcast hours are devoted to fine music. But, it is music with a purpose -- all of WNYC's musical programs are used to promote the war effort by the inclusion of recruiting and defense announcements and information.

MUSIC AT WORK is a regular program designed especially for the relaxation of war workers in defense plants.

THE FIFTH ANNUAL WNYC AMERICAN MUSIC FESTIVAL included over 149 different programs of American music - from Edward MacDowell to Duke Ellington; from the Metropolitan Opera to American Folk Songs; from the Juilliard Institute to Music School Settlements, and the new City Center.

There were ten public concerts, several drawing audiences of over 5,000. WNYC regularly broadcasts and helps to popularize New York City musical features, as:

The Goldman Band Concerts

The Lewisohn Stadium Concerts

The City Center Symphony Orchestra and City Center Opera Company

The Brooklyn Museum Concerts

City Amateur Symphony Orchestra Concerts

Victory Concerts from the New York Public Library

Hunter College Philharmonic Concert Series

Juilliard Institute of Musical Art

National Orchestral Association

The American Ballet Theatre and the Ballet Russo de Monte Carlo

The San Carlo Opera

1943 - WNYC Public Address Equipment Use

A conservative estimate of the cost of these public address installations, if done by commercial sound companies, would be from \$30,000 to \$40,000.

500 Individual Public Address Installations were made, although WNYC accepted only the largest and most important functions throughout the five boroughs.

This total does not include permanent installations, in use daily, maintained and serviced by WNYC for:

The Civilian Defense Volunteer Office at Pershing Square, for recruitment and instructions  
Fire Department Training Program, 243 Lafayette St., New York City  
Marriage License Bureau.

127 Special Installations were made at ceremonies held by war service agencies some areas:

American Red Cross	United Hospital Fund
National Office	United Service Organization
Local Chapters	United States Treasury Department
Greater New York Fund	

WNYC Public Address Equipment was installed also for special functions of and from:

Board of Education	Department of Parks
Bronx Borough Hall	Department of Sanitation
Brooklyn Borough Hall	Fire Department
City Hall	Municipal Civil Service Commission
Department of Correction	New York City Housing Authority
Department of Hospitals	Police Department
Department of Markets	Queens Borough Hall

Requests were received from and granted to Veteran and patriotic organizations for public address equipment by WNYC, and the following are representative:

American Legion	National War Veterans Association
New York Department	Ladies Auxiliary Drum & Bugle Corps
Individual Posts	Sixty-Sixth Division Association
Army and Navy Union, U.S.A.	Society of the 307th Infantry
Individual Posts	Sons of the Revolution
Catholic War Veterans, Inc.	United Veterans
Kings County Chapter	Executive Council
Grand Army of the Republic	Individual Posts
Allied Organizations	Veterans of the Civil War
Ladies Past Circle Presidents' Ass'n	Veterans of Foreign Wars
Jewish War Veterans of the U.S.A.	Dept. of N.Y., Ladies Auxiliary
Individual Posts	Bronx Council-Kings County
Minute Men of America	Individual Posts

To sum up WNYC's service record, it is perhaps permissible to cite the recognition received by the Station from the public press and educational authorities. Since 1939 WNYC received the following awards:

1939	Musical Award of Merit	National Association for American Composers and Conductors
1940	For the Series "ADVENTURES IN MUSIC" "MUSIC IN AMERICA" Award FOR SERVICE TO AMERICAN ARTISTS	Institute for Education by Radio World's Fair Gallery of Art National Association for American Composers and Conductors
1941	AWARD FOR PATRIOTIC LEADERSHIP  For the Drama "THROUGH THE LOOKING GLASS"  For the Series "ADVENTURES IN MUSIC -- CALYPSO"	"Variety" Magazine  Institute for Education by Radio  Institute for Education by Radio
1942	For the Series "SALUTE TO OUR ALLIES -- CHINA."  For the Drama Series "GREEN MANSIONS" - GREAT NOVELS SERIES	Institute for Education by Radio  Institute for Education by Radio
1943	AWARD FOR OUTSTANDING CULTURAL SERVICE TO THE PEOPLE OF NEW YORK  For the Drama Series "REPEAT PERFORMANCE - THE CORWIN CYCLE" AWARD FOR OUTSTANDING PUBLIC SERVICE	Municipal Art Society of New York  Institute for Education by Radio "Billboard" Magazine
1944	For the Drama Series "PLAYS FOR AMERICANS"  For the Music Series "FOLK SONGS FOR THE SEVEN MILLION"	Institute for Education by Radio  Institute for Education by Radio

Some Editorial Comment on WNYC

The New York Herald-Tribune: "In addition to its valuable wartime programs, the station serves the city with Grade A educational and music programs, maintaining high standards of non-partisanship."

Radio Columnist Ben Gross (N. Y. Daily News): "WNYC has done more for American music in one American Music Festival week than New York's other radio stations achieve the year round."

John K. Hutchens, Radio Editor (N. Y. Times): "WNYC performs a service steadily fine and in many ways unique.... it has stressed a greater number of special and important services and has done so more consistently than other stations hereabouts in terms of its total program time and power."

Scanned from the National Association of Educational Broadcasters Records  
at the Wisconsin Historical Society as part of  
"Unlocking the Airwaves: Revitalizing an Early Public and Educational Radio Collection."



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